

Through its three-fold action in arthritis...relief of pain, improvement of function, and resolution of inflammation...BUTAZOLIDIN contributes significantly to the rehabilitation of the arthritic patient.

In addition to its marked therapeutic effectiveness, the advantages of BUTAZOLIDIN include:

**Wide Scope of Usefulness**—effective in the most crippling and chronic arthritides.

**Persistence of Effect**—does not provoke tolerance on continued usage.

**Nonhormonal in Character**—the therapeutic action of BUTAZOLIDIN is not mediated through the pituitary-adrenocortical axis.

BUTAZOLIDIN being a potent agent, the physician should carefully select candidates for treatment and promptly adjust dosage to the minimal individual requirement. Patients should be regularly examined during treatment, and the drug discontinued should side reactions develop.

*Detailed literature on request.*

BUTAZOLIDIN® (brand of phenylbutazone): Red sugar-coated tablets of 100 mg.

*in arthritis and allied disorders*

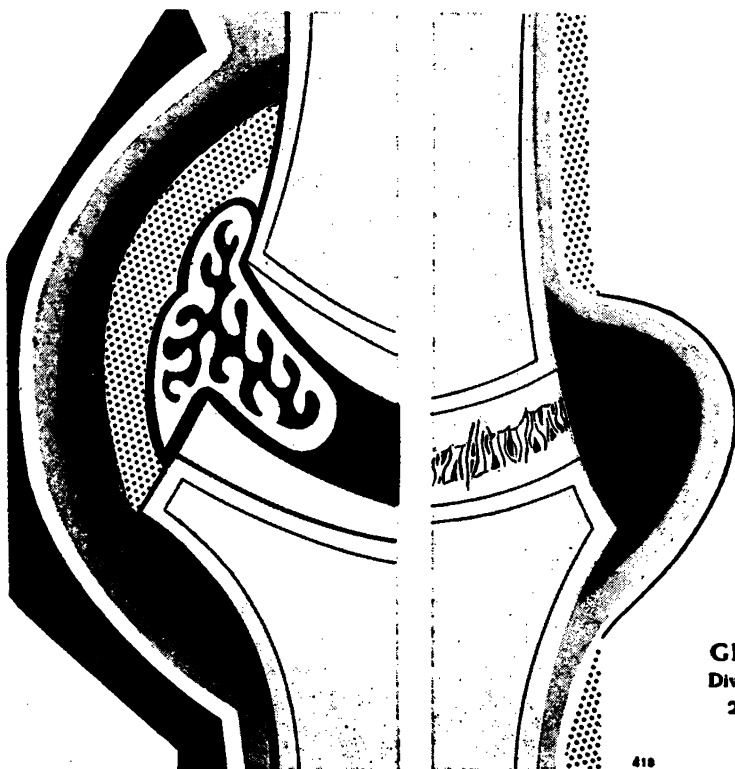
**BUTAZOLIDIN®**

(brand of phenylbutazone)



**nonhormonal anti-arthritic**

*relieves pain • improves function • resolves inflammation*



**GEIGY PHARMACEUTICALS**  
Division of Geigy Chemical Corporation  
220 Church Street, New York 13, N. Y.

*In Canada:*

**Geigy Pharmaceuticals, Montreal**



PROGYNON-B

*Convert the "difficult case of menopause"  
to an easy one...quickly*

## PROGYNON-B

The menopausal patient with severe estrogen deficiency symptoms—the so-called "difficult case"—requires large doses of the natural hormone, estradiol, for amelioration of symptoms. PROGYNON-B® (Estradiol Benzoate U.S.P.) supplies the primary ovarian hormone in high potency for speedy relief. Injected intramuscularly, it initiates dramatic improvement rapidly and converts the difficult case to an easy one. Concentrations as high as 3.33 mg. per cubic centimeter (200,000 I.U.) are available for treatment of these so-called "difficult cases."

*Schering* CORPORATION   
BLOOMFIELD, NEW JERSEY

In Canada: SCHERING CORPORATION, LTD., MONTREAL

# ILIDAR 'ROCHE'

## WELL-TOLERATED VASODILATOR

*for relief of aching,  
numbness, coldness, and  
blanching of the  
extremities due to vasospasm*

**PROPERTIES**..... Ilidar relieves vasospasm and increases peripheral circulation by (1) direct vasodilation, and (2) adrenergic blockade, i.e., sympatholysis, adrenolysis, and epinephrine reversal.

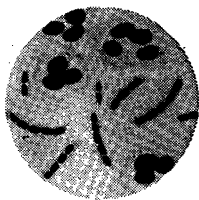
**INDICATIONS** ..... Peripheral diseases characterized by vasospasm, e.g., Raynaud's Disease, thromboangiitis obliterans, arteriosclerosis obliterans, endarteritis, postphlebitic syndrome, etc.

**CONTRAINDICATIONS** ..... There are no known absolute contraindications. Use cautiously in the presence of asthma, coronary disease, cardiac decompensation, and peptic ulcer. Transient postural hypotension may result from overdosage.

**DOSAGE** ..... One 25 mg tablet t.i.d., gradually increased as necessary (recommended maximum dosage, 300 mg daily).

**HOFFMANN-LA ROCHE INC • ROCHE PARK • NUTLEY 10 • NEW JERSEY**

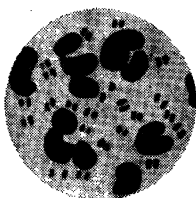
**ILIDAR® Phosphate—brand of azapetine phosphate (6-allyl-6,7-dihydro-5H-dibenz[c, e]azepine)**



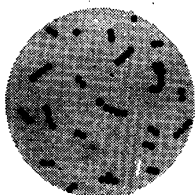
FOR PROMPT  
RESPONSE IN  
URINARY-TRACT  
INFECTIONS

## BICILLIN®-SULFAS

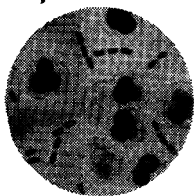
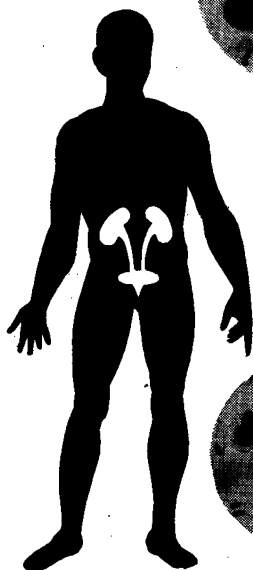
*Benzathine Penicillin G (Dibenzylethylenediamine Dipenicillin G) and Triple Sulfonamides*



"A disturbing feature of urinary-tract infections is that the disease is not infrequently caused by more than one species of bacteria."<sup>1</sup> For *prompt response* in "mixed" infections, a *combination* of therapeutic agents is indicated.<sup>1,2</sup>



BICILLIN-SULFAS exerts powerful individual and mutually potentiating action against a wide range of gram-negative and gram-positive organisms. Combines BICILLIN, the long-acting penicillin, and SULFOSE®, outstanding triple-sulfonamide preparation of high urinary solubility, low renal risk.<sup>3</sup> In special alumina gel base\* for uniform dispersion and rapid absorption into blood and tissues.



Supplied: Suspension BICILLIN-SULFAS, bottles of 3 fluidounces

Tablets BICILLIN-SULFAS, bottles of 36

Each teaspoonful (5 cc.) of Suspension and each Tablet contains 150,000 units BICILLIN and 0.167 Gm. each of sulfadiazine, sulfamerazine and sulfamethazine

\*Suspension only

1. Spink, W.W.: J.A.M.A. 152:585 (June 13) 1953
2. Bush, W.L.: Southern M. J. 45:870 (Sept.) 1952
3. Berkowitz, D.: Antibiot. & Chem. 3:618 (June) 1953



®  
Philadelphia 2, Pa.

**"An evolved antacid  
with a therapeutic mosaic  
of effects"<sup>1</sup>**

Balanced ingredients avoid  
diarrhea or constipation

Rapidly disintegrating  
tablet provides fast  
acid neutralization

Fast-acting  
antacids promote  
quick relief  
of distress

Balanced formula assures  
high antacid capacity

Unique vegetable gum  
supplies mucilaginous  
shield to ulcer crater

Slow-acting  
antacids afford  
sustained acid  
neutralization

Ulcer shield enables  
efficient healing

Special protein  
binder controls and  
prolongs antacid  
activity, preventing  
acid rebound

**For quick, effective, and  
prolonged relief in  
peptic ulcer, gastritis,  
and hyperacidity . . .**

**prescribe TREVIDAL®**

**IN EACH TABLET:**

Aluminum hydroxide gel, dried . . . . .	90 mg.
Calcium carbonate . . . . .	105 mg.
Magnesium trisilicate . . . . .	150 mg.
Magnesium carbonate . . . . .	60 mg.
Egraine*† . . . . .	45 mg.
Regonol*‡ . . . . .	100 mg.

Trevidal is available  
in boxes of 100 tablets,  
specially stripped for  
easy carrying.



\*Trade Mark    †Protein binder from oat    ‡Cyamopsis tetragonoloba gum  
1C. B. DeCourcy, and C. Rhömberg, Staff. Conf. DeCourcy Clinic, 26, June 15, 1954

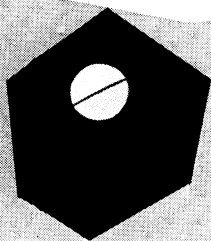
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Combination tranquilizer-antihypertensive

*especially for  
moderate and severe  
essential hypertension . . .*

T.M.  
**Serpasil-Apresoline<sup>®</sup>**  
*hydrochloride*

(RESERPINE AND HYDRALAZINE HYDROCHLORIDE CIBA)



**Combined in a Single Tablet**

- The tranquilizing, bradycrotic and mild antihypertensive effects of Serpasil, a pure crystalline alkaloid of rauwolfia root.
- The more marked antihypertensive effect of Apresoline and its capacity to increase renal plasma flow.

*Each tablet (scored) contains 0.2 mg. of Serpasil and 50 mg. of Apresoline hydrochloride.*

CIBA  
SUMMIT, N. J.

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diabetes

"the ideal detection center is the office of the family physician"<sup>1</sup>

**Found:** 20,255 "new" diabetics in one year in the private practice of 5000 physicians responding to a nationwide poll.\* Of these, 81% were detected by urine-sugar analysis; 62% of the physicians used *Clinitest*.

Only 19% of the diabetics in this survey were detected by findings other than glycosuria. "Every patient therefore, should have at least one urinalysis as part of his examination, even if the purpose of his visit is only the removal of wax from the ears."<sup>2</sup>

**CLINITEST<sup>®</sup>**

BRAND

for detection of urine-sugar

\*Data from nationwide poll: Diabetes in daily practice

70% were over 40.

40% had a family history of diabetes.

65% were overweight.

1. Blotner, H., and Marble, A.: New England J. Med. 245:567 (Oct. 11) 1951.

2. Steine, L.: GP 8:45 (July) 1953.

Ames Diagnostics

Adjuncts in clinical management



**AMES**

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**Upjohn**

tablet tonic:  
**Cebēfortis Tablets**

TRADEMARK, REG. U. S. PAT. OFF.

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...and hematonic:  
**Cebētinic Tablets**

TRADEMARK, REG. U. S. PAT. OFF.

Each Cebēfortis Tablet contains:

Ascorbic Acid.....	150.0 mg.
Thiamine Hydrochloride.....	5.0 mg.
Riboflavin .....	5.0 mg.
Pyridoxine Hydrochloride ....	1.0 mg.
Calcium Pantothenate.....	10.0 mg.
Nicotinamide .....	50.0 mg.
Folic Acid.....	0.75 mg.
Vitamin B <sub>12</sub> Activity.....	2.0 mcg.

Bottles of 100 and 500 tablets

Each Cebētinic Tablet contains:

Ascorbic Acid.....	25.0 mg.
Thiamine Hydrochloride.....	2.0 mg.
Riboflavin .....	2.0 mg.
Pyridoxine Hydrochloride ....	0.5 mg.
Nicotinamide .....	10.0 mg.
Ferrous Gluconate.....	5.0 grs.
Folic Acid.....	0.67 mg.
Vitamin B <sub>12</sub> Activity.....	5.0 mcg.

Bottles of 60 and 500 tablets

The Upjohn Company, Kalamazoo, Mich.



## LONG BEFORE HOT FLUSHES APPEAR . . .

Patients presenting such classic menopausal symptoms as hot flushes cause little diagnostic difficulty. However, throughout the period of declining ovarian function which may begin long before hot flushes appear, many women complain of distressing symptoms which though less clearly defined are actually due to estrogen deficiency. For example, insomnia, headache, easy fatigability, and symptoms affecting the bones, joints, and the skin may not be readily identified as due to estrogen deficiency because they may occur years before, or even years after cessation of menstruation.

Investigators<sup>1,2</sup> have found that as the body attempts to adjust itself to declining estrogen production, a number of symptoms may appear which call for the prompt institution of estrogen replacement therapy. These symptoms may be nervous, circulatory, arthralgic, or dermatologic in character because the loss of ovarian hormone "withdraws one of the most important metabolic regulators of the organism"<sup>3</sup> and affects many body functions. If such metabolic imbalance or deficiency is evidenced, the administration of estrogen is clearly indicated.

"PREMARIN" presents the complete equine estrogen-complex as it naturally occurs. "Premarin" not only produces prompt symptomatic relief, but it also imparts a gratifying and distinctive "sense of well-being." It has no odor . . . imparts no odor.

66 **PREMARIN** 22



*Estrogenic substances (water-soluble), also known as conjugated estrogens (equine). Available in both tablet and liquid form.*

1. Werner, A.: Acta endocrinol. 13:87, 1953.

2. Malleson, J.: Lancet 2:158 (July 25) 1953.

3. Goldzieher, M. A., and Goldzieher, J. W.: Endocrine Treatment in General Practice, New York, Springer Publishing Company, Inc., 1953, p. 23.



**NEW YORK, N. Y. • MONTREAL, CANADA**



## You can prevent attacks in angina pectoris

### *Prolonged protection*

While Peritrate has been found effective in reducing the number of attacks in almost 80 per cent of patients,<sup>2</sup> comparison with nitroglycerin disclosed that Peritrate exerted "... a marked modifying influence on the electrocardiographic response to standard exercise ... comparable to [results] obtained with glyceryl trinitrate."<sup>1</sup> Unlike glyceryl trinitrate, this "*improved response could be elicited as long as four to five hours after administration of the drug.*"<sup>1</sup>

### *Simple regimen*

Together with significant improvement in the

EKG,<sup>1,2</sup> Peritrate prophylaxis will reduce the nitroglycerin need in most angina pectoris patients.<sup>3</sup> A continuing schedule of only 1 or 2 tablets 4 times daily will usually

1. *reduce the number of attacks in almost 80 per cent of patients<sup>2</sup>*
2. *reduce the severity of attacks which cannot be prevented.*

Available in 10 mg. tablets in bottles of 100, 500 and 5000.

1. Russek, H. I.; Urbach, K. F.; Doerner, A. A., and Zohman, B. L.: J.A.M.A. 153:207 (Sept. 19) 1953.
2. Humphreys, P., et al.: Angiology 3:1 (Feb.) 1952.
3. Plotz, M.: New York State J. Med. 52:2012 (Aug. 15) 1952.

# Peritrate<sup>®</sup>

TETRANITRATE

(BRAND OF PENTAERYTHRITOL TETRANITRATE)



**WARNER-CHILCOTT**  
*Laboratories* NEW YORK

**vitamins for baby**  
**that stay fresh**

# 'Vi-Mix Drops'

(Multiple Vitamin Drops, Lilly)

- **complete**
- **flavorful**
- **potent**
- **stable**

**FORMULA**—PREPARED AS DIRECTED, EACH 0.6 CC. CONTAINS:

---

Thiamin Chloride.....	1 mg.
Riboflavin.....	1 mg.
Pyridoxine Hydrochloride.....	0.5 mg.
Pantothenic Acid (as Sodium Pantothenate).....	3 mg.
Nicotinamide.....	10 mg.
Ascorbic Acid.....	75 mg.
Vitamin B <sub>12</sub> (Activity Equivalent).....	3 mcg.
Vitamin A Synthetic.....	5,000 U.S.P. units
Vitamin D Synthetic.....	1,000 U.S.P. units

**DOSAGE**—Infants under six months, 0.3 cc. daily.  
Older than six months, 0.6 cc. daily.

IN 30-CC. AND 60-CC. PACKAGES



ELI LILLY AND COMPANY, INDIANAPOLIS 6, INDIANA, U.S.A.

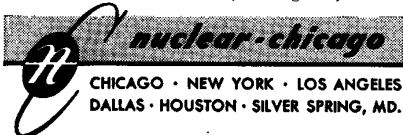
# 3 STEPS

using radioiodine ( $I^{131}$ )

The "MEDIAC" makes measurements of thyroid activity a simple, straightforward procedure, requires no computations—takes but a few minutes. AEC requirements can be *easily* met by any physician, and the equipment cost is lower than most doctors think. The evaluation is more accurate than the BMR test, easier than the serum protein bound iodine level, is rapidly becoming routine in hospitals, clinics and the doctor's office.

Write today for Catalog "O" with complete details on the "MEDIAC" and other medical instruments for use with radioisotopes.

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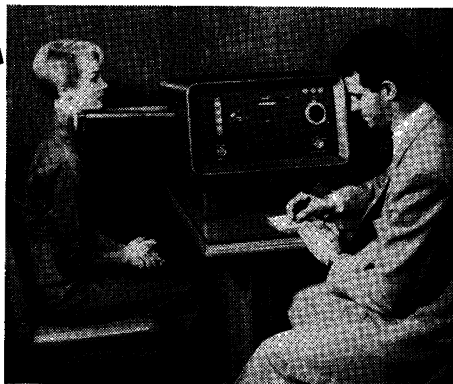
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Patient is given a radioiodine capsule or solution by mouth. An identical dose is set aside as a "standard."

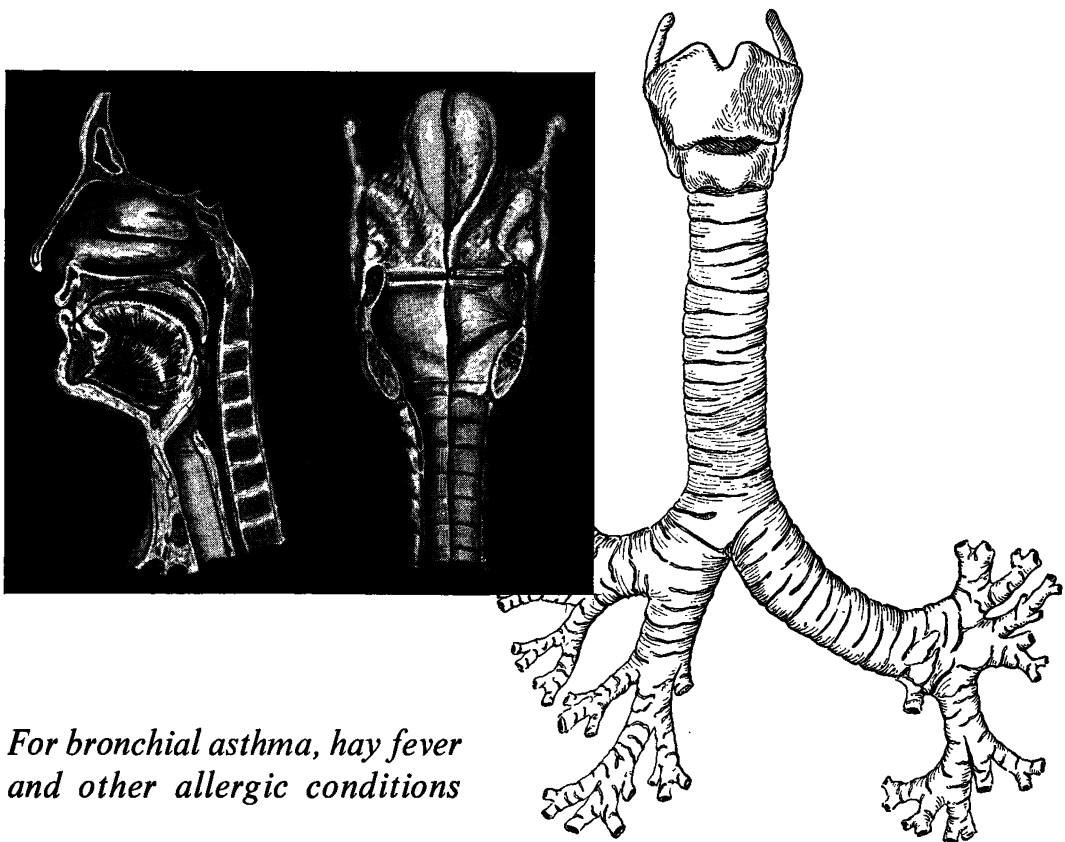


After a time lapse (usually 24 hours), the "standard" is measured\* in the phantom neck. A single control then adjusts the "MEDIAC" for the patient.



Phantom is removed and activity in patient's thyroid is measured.\* Uptake of radioiodine is directly related to thyroid function and shown as a per cent of the administered dose.

\*Maximum time involved—2 minutes.



*For bronchial asthma, hay fever  
and other allergic conditions*

# Searle Announces Hyadrine\*

## I. EFFECTIVE:

- a. Formula is designed for maximal efficacy.
- b. Contains ingredients of established clinical value.
- c. Provides wide range of usefulness.

## II. INDICATIONS—SYMPTOMATIC RELIEF FOR:

- |                      |                       |
|----------------------|-----------------------|
| a. asthma            | e. urticaria          |
| b. hay fever         | f. contact dermatitis |
| c. allergic rhinitis | g. atopic dermatitis  |
| with and without     | h. physical allergy   |
| asthma               | i. eczematous         |
| d. drug reactions    | dermatitis            |

## III. RATIONALE:

- a. Diphenhydramine, Searle, 37.5 mg. Antihistaminic of recognized high potency and extensive clinical background.
- b. Aminophyllin, Searle, 150 mg. Widely used bronchial relaxant. Central nervous stimulating action offsets the soporific effect of diphenhydramine.
- c. Racephedrine hydrochloride, 25 mg. Potentiates action of Aminophyllin and diphen-

hydramine. Central nervous stimulation further minimizes antihistamine side effects.

- d. Drugs in Hyadrine regarded as most effective in pollen hay fever accompanied by asthma.

## IV. RECOMMENDED DOSAGE:

- a. *Adults*: one or two Hyadrine tablets three or four times daily, depending upon individual requirements.
- b. *Children*: 50 to 100 pounds, one-half to one tablet every four hours; for children under 50 pounds reduce dosage accordingly.

## V. PRECAUTIONS:

- a. Some few patients may experience drowsiness from diphenhydramine in spite of stimulation from Aminophyllin and racephedrine. They should be warned against driving automobiles and similar pursuits.
- b. Because of its racephedrine hydrochloride content, Hyadrine should be used with caution in patients with hypertension, organic heart disease, thyrotoxicosis or diabetes mellitus.

G. D. Searle & Co., Research in the Service of Medicine.

\*Trademark of G. D. Searle & Co.



## on every count **SUPERIOR**

### Superior flavor

Exceptionally pleasant tasting... leave no unpleasant after-taste... readily accepted without coaxing.

### Superior stability

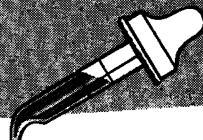
Require no refrigeration; no expiration date on labels. May be safely autoclaved with formula.

### Superior miscibility

Disperse instantly in formula, fruit juice or water... mix well with Pabulum and other solid foods.

### Superior convenience

In ready-to-use form... no mixing necessary. Calibrated dropper assures easy, accurate dosage. For young infants, drop directly into mouth or mix with other foods. For older infants, measure into a spoon.



## Superior vitamin supplements for infants

### **POLY-VI-SOL**

SIX ESSENTIAL VITAMINS FOR DROP DOSAGE

### **TRI-VI-SOL**

VITAMINS A, D AND C FOR DROP DOSAGE

**MEAD JOHNSON & COMPANY**  
Evansville, Indiana, U.S.A.

#### Each 0.6 cc. of Poly-Vi-Sol supplies:

Vitamin A	5000 units
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Ascorbic acid	50 mg.
Thiamine	1 mg.
Riboflavin	0.8 mg.
Niacinamide	6 mg.

#### Each 0.6 cc. of Tri-Vi-Sol supplies:

Vitamin A	5000 units
Vitamin D	1000 units
Ascorbic acid	50 mg.

All vitamins are in synthetic, hypoallergenic form.

Available in 15 cc. and 50 cc. bottles, with calibrated droppers.

**MEAD**



**Efficient  
Synergistic Therapy**  
for  
**Hay Fever  
Common Cold  
Sinusitis**

**NTZ Nasal Spray** contains a physiologically balanced, nonirritating formulation of three well known and widely used compounds. This combination places at the physician's command a synergistic method of therapy for hay fever, common cold and sinusitis.

**New**

**NTZ**

**Nasal Spray**

**Neo-Synephrine® HCl 0.5%**

*— produces Dependable Decongestion*

**Thenfadil® HCl 0.1%**

*— assures Powerful Anti-Allergic Action*

**Zephiran® Cl 1:5000**

*— time-tested Antiseptic Preservative and  
Wetting Agent increases efficiency*

Supplied in unbreakable plastic squeeze  
bottle of 20 cc., prescription packed  
with removable label.

**Well Tolerated  
No Antibiotic Sensitization**

**Delivers  
fine even  
spray...  
Leak proof**



*Also glass bottles of 30 cc. (1 fl. oz.) with dropper.*

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Neo-Synephrine, Thenfadil and Zephiran, trademarks reg. U. S. Pat. Off.,  
brand of phenylephrine, dethylandiamine and benzalkonium chloride (refined), respectively.



*announcing a new*

# ACHA <sup>\*</sup>MYCIN

Tetracycline Lederle



## ***therapeutic advance***

At last, the many advantages of intramuscular administration of a broad-spectrum antibiotic have been fully realized. ACHROMYCIN, since its recent introduction, has been notably effective in oral and intravenous dosage forms. Now, after clinical testing, it is definitely proved highly acceptable for intramuscular use.

# INTRAMUSCULAR

**IMMEDIATE** absorption and diffusion  
**PROMPT CONTROL** of infection  
**CONVENIENT** for the physician  
**NO UNDUE DISCOMFORT** for the patient.

This new intramuscular form widely increases the usefulness of ACHROMYCIN, the broad-spectrum antibiotic of choice.

ACHROMYCIN Intramuscular is available in vials of 100 mg.



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The **known** clinical advantages of rapid absorption,  
wide distribution in body tissues and fluids, prompt  
response and excellent toleration, **PROVED** by the  
extensive experience of physicians in successfully  
treating many common infections due to susceptible  
gram-positive and gram-negative bacteria, rickettsiae,  
spirochetes, certain large viruses and protozoa, have

**established**

# Terramycin®

as a broad-spectrum antibiotic of choice

Blend of oxytetracycline

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Division, Chas. Pfizer & Co., Inc.



*For diabetics . . . for laboratories  
for office use*

**DENCO® SUGAR TEST**  
(Galatest)  
**DENCO ACETONE TEST**

**DENCO Reagents**  
**are preferred for:**

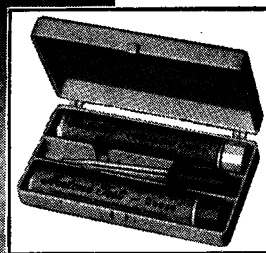
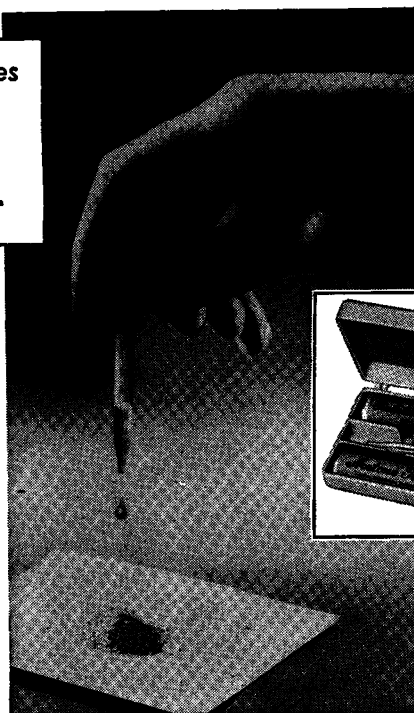
**Simplicity**—A little powder . . . a little urine. No test tubes, no measuring, no boiling. Same technique for both tests.

**Accuracy**—Distinct color reactions immediately. No false positives.

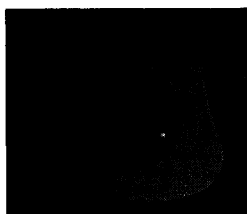
**Economy**—There is enough powder in each vial for about 100 tests. Each test costs but a fraction of a cent.

*Descriptive literature on request. Dept B-49*

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**New Plastic  
DENCO Urinary  
Kit** for diabetics! Both easy-to-use reagents in pocket-sized kit complete with instructions, color chart and dropper.



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active ingredients:  
Triazymethylene .04%  
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Please send: Full Size \$1.50 Combination Package  
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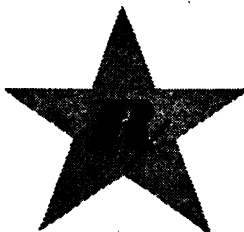
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No wonder so many physicians prefer Macy's Prescription Department.

*For acidosis due to anesthesia — edema*



### KALAK

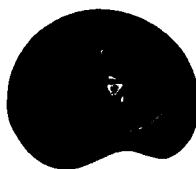
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... KALAK is a non-laxative, alkaline diuretic buffer — side reactions from aureomycin — terramycin — sulfas — penicillin are reduced through the use of KALAK — KALAK contains only those salts **NORMALLY** present in plasma. . . IT IS BASIC!

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*For acidosis due to nausea — in nephritis*

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# The long and short of Bentyl's relief of nervous gut

Clinicians<sup>1,2</sup> prove Bentyl is long  
on effective relief... short on  
unwanted side effects including  
blurred vision and dry mouth.

1. McHardy and Browne: Sou. Med. J. 45:1139, 1952. 2. Lorber  
and Shay: Fed. Proc. 12:90, 1952.

Complete Bentyl bibliography on request.

(Dicyclomine Hydrochloride)

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**Composition:** Each capsule or teaspoonful (5 cc.) contains 10 mg. of Bentyl (dicyclomine hydrochloride).

Bentyl with Phenobarbital adds 15 mg. of phenobarbital to the preceding formula.

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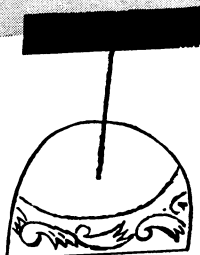


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